

KSNV DT 3.1  
Quarterly Report  
3<sup>rd</sup> Quarter, 2010

## EDUCATION

PROGRAM TITLE: NEWS 3 AT NOON

TYPE: NEWS

DATE(S) OF BROADCAST: August 16, 2010 through August 20th

DESCRIPTION: INSIDE NEVADA  
FIVE PARTS  
EXTENDED IN-STUDIO INTERVIEW:

UNLV Law School has quickly moved up the ranks of the nation's law schools.

INSIDE NEVADA with Jim Rogers interviews guest John White, the Dean of the law school.

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PROGRAM TITLE: NEWS 3 AT 11PM  
NEWS 3 – WAKE UP WITH THE WAGNERS  
5AM / 6AM

TYPE: NEWS

DATE(S) OF BROADCAST: August 16, 2010 / August 17, 2010

DESCRIPTION: Saving our schools one pencil and one notebook at a time. The financial pinch for Clark County classrooms is so severe the biggest push ever is underway to collect supplies.

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PROGRAM TITLE: NEWS 3 AT NOON

TYPE: NEWS

DATE: August 17, 2010

DESCRIPTIONS: With local schools starting in two weeks, The Public Education Foundation's "Teacher Exchange" helped raise much needed school supplies for local classrooms. Information on how the public can help.

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PROGRAM TITLE: NEWS 3 AT 4PM

TYPE: NEWS

DATE OF BROADCAST: August 18, 2010

DESCRIPTION: Nevada's Governor officially applied for millions of dollars coming from Washington to create 14-hundred teaching jobs statewide. The money will go to hire new teachers and will not be funneled into raises for existing teachers.

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PROGRAM TITLE: NEWS 3 AT 6PM / 11PM  
NEWS 3 - WAKE UP WITH THE WAGNERS  
5AM / 6AM

TYPE: NEWS

DATE(S) OF BROADCAST: August 18, 2010 / August 19, 2010

DESCRIPTION: About 400 new teachers are about to begin working in the Clark County School District system. New teacher orientation began today.

Despite entering the school district at a difficult time where budgets are tight and cuts are the norm, the new teachers are eager to get started.

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PROGRAM TITLE: NEWS 3 AT 6PM

TYPE: NEWS

DATE: August 19, 2010

DESCRIPTION: Most Nevada college student's head back to class on Monday and when they do they'll return to more crowded classrooms. Is a weak job market driving up the local college enrollment?

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PROGRAM TITLE: NEWS 3 AT 4PM / 5PM / 6PM / 11PM  
NEWS 3 - WAKE UP WITH THE WAGNERS  
5AM / 6AM

SATURDAY 6AM / 9AM

RECAP: SATURDAY 5PM / 6PM / 11PM

TYPE: NEWS

DATES OF BROADCAST: August 18, 2010 / August 19, 2010  
August 20, 2010 / August 21, 2010

DESCRIPTION: For the second of three weekends:  
On Saturday, NEWS 3 will team up with COX  
Cable for our annual "Back to School Fairs."

News 3 talent will be there and you can get  
current school information including lunch  
programs, bus schedules and get your child's  
immunization shots for a small fee.

This Saturdays fair will be held at the  
Boulevard Mall, the following Saturday will be  
at The Galleria Mall at Sunset. Last week's  
was held at Meadows Mall.

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PROGRAM TITLE: NEWS 3 AT 4PM / 5PM / 6PM

TYPE: NEWS

DATE: August 19, 2010

DESCRIPTION: Metro still needs to hire about 25 more school  
crossing guards before classes begin August  
30<sup>th</sup>.  
Metro is appealing to the public to apply.

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PROGRAM TITLE: NEWS 3 WAKE UP WITH THE WAGNERS  
6AM

TYPE: NEWS

DATE OF BROADCAST: August 20, 2010

DESCRIPTION: The start of school approaches and for young girls it can be hard adjusting to new schools, new classrooms and new teachers. So, NEWS 3 has recruited tips from one of America's top role model and she is the definition of confidence and girl power.

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PROGRAM TITLE: NEWS 3 AT 4PM / 6PM

TYPE: NEWS

DATE OF BROADCAST: September 13, 2010

DESCRIPTION: A few years ago NEWS 3 was reporting on teacher shortages in the district. That's not the case any more, since student growth has slowed almost to a complete halt.

6PM Update: School district still looking for qualified candidates.

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PROGRAM TITLE: NEWS 3 AT 6PM  
TYPE: NEWS  
DATE OF BROADCAST: September 13, 2010  
DESCRIPTION: EXCLUSIVE: NEWS 3 has information about the expanding partnership between UNLV and the Brookings Institution, one of the nation's most prestigious think tanks.  
Interview with UNLV President, Neal Smatresk.

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PROGRAM TITLE(S): NEWS 3 WAKE UP WITH THE WAGNERS  
5AM / 6AM  
TYPE: NEWS  
DATE OF BROADCAST: September 14, 2010  
DESCRIPTION: Today UNLV president Neal Smatresk will lay out the future of the university.  
Later this morning he will deliver the state of the university address.

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PROGRAM TITLE(S): NEWS 3 AT NOON / 5PM / 6PM / 11PM  
TYPE: NEWS  
DATE OF BROADCAST: September 14, 2010  
DESSCRIPTION: The search for a new school superintendent has been narrowed down to three people.

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PROGRAM TITLE: NEWS 3 AT NOON  
TYPE: NEWS  
DATE OF BROADCAST: September 14, 2010  
DESCRIPTION: Back to school message: Dream big, work hard and focus is the message from President Obama for the nation's school kids.

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PROGRAM TITLE: NEWS 3 AT 4PM  
TYPE: NEWS  
DATE OF BROADCAST: September 14, 2010  
DESCRIPTION: UNLV State of the University: A brighter future seen despite looming money challenges ahead. UNLV President explains.

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PROGRAM TITLE: NEWS 3 AT 4PM / 5PM  
TYPE: NEWS  
DATE OF BROADCAST: September 14, 2010  
DESCRIPTION: Lawmakers to discuss the budgets for state agencies tomorrow morning at 9am at the Grant Sawyer Building.  
  
5PM UPDATE: 3 Billion Dollar Hole – breakdown of budgets – 55 cents of every dollar going to education.

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PROGRAM TITLE: NEWS 3 – WAKE UP WITH THE WAGNERS  
5AM / 6AM,  
NEWS 3 NOON, 4PM, 5PM, 6PM AND 11PM

TYPE: NEWS

DATE OF BROADCAST: September 15, 2010

DESSCRPTION: The candidates are being narrowed down in  
the search for a new superintendent for the  
Clark County School District.

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PROGRAM TITLE(S): NEWS 3 – WAKE UP WITH THE WAGNERS  
5AM / 6AM,  
NEWS 3 - NOON, 4PM, 5PM, 6PM AND 11PM

TYPE: NEWS

DATE OF BROADCAST: September 16, 2010

DESCRIPTION: The candidates are being narrowed down to  
three candidates in the search for a new  
superintendent for the Clark County School  
District.  
The names are expected to be announced  
today.

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PROGRAM TITLE(S): NEWS 3 WAKE UP WITH THE WAGNERS  
5AM / 6AM,  
NEWS 3 - NOON, 4PM, 5PM, 6PM 11PM

TYPE: NEWS

DATE OF BROADCAST: September 17, 2010

DESCRIPTION: In-depth report on all three candidates for Clark County superintendent.

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PROGRAM TITLE: NEWS 3 AT 6PM / 11PM

TYPE: NEWS

DATE OF BROADCAST: September 17, 2010

DESCRIPTION: NEWS 3 wants to improve our schools by asking you about the problems and solutions. Just check out of Education Survey on [mynews3.com](http://mynews3.com). Let your voice be heard.

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PROGRAM TITLE: NEWS 3 AT 6PM  
TYPE: NEWS  
DATE OF BROADCAST: September 17, 2010  
DESCRIPTION: Anchor mom: How kids become bullies?  
News 3 has heard from you and now we reveal  
your stories about bullying and how it affects  
kids in the classroom.

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PROGRAM TITLE: NEWS 3 AT 6AM  
TYPE: NEWS  
DATE OF BROADCAST: September 19, 2010  
DESCRIPTION: Live in-studio interview:  
The Solutions Foundation has been providing  
alcohol and drug abuse prevention in Clark  
County School district for several years.